Memphis Breast Cancer Consortium:
Development of an Effective Consortium to Address Breast Cancer Disparities.

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Purpose
To develop an effective consortium of local stakeholders to address areas of prevention, education, early detection, and timely treatment of breast cancer in African American women living in Memphis, Tennessee and the immediate region. These efforts included improving the quality of mammography and provider care, in part through community transparency of data.

Significance
Women in Memphis have breast cancer incidence rates and death rates higher than for the United States as a whole. Additionally, Memphis has the highest rate of breast cancer disparities among African American women. The disparity gap has doubled over the last 25 years. African American women are more than twice as likely to die from breast cancer as white women in Memphis.

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Approach
Memphis Breast Cancer Consortium (MBCC) was formed in January, 2016 in response to funding awarded by the Avon Foundation and support by Genentech. The Consortium provides a consistent, unified forum for a community facing campaign to elevate the issue of breast cancer disparities through collaboration among all breast cancer survivor groups and supporting stakeholders.

Initial MBCC activities addressed formation, structure and governance of MBCC. The grant application identified Common Table Health Alliance, the regional health collaborative as the neutral convener with the CEO and Board President as Principal Investigators. A neutral trusted convener was necessary in the local competitive market of multiple large health care systems and established community groups.

Earliest activities to establish the consortium included establishing a list of breast cancer stakeholder membership groups; developing a membership commitment pledge and outlining member responsibilities. The first meeting brought together various leaders representing a cross section of consumers, health care providers, business leaders, advocates, research groups, and funders as partners.

Subsequent efforts led to agreement upon consortium priorities and scope, including grant outcomes. The group established a governance structure outlining the mission, bylaws, roles and responsibilities, and organizational structure of the consortium. A Project Director was hired to coordinate the activities.

Evaluation Goals
• Reduce disparities by 2%,
• Increase access to early screening by 5%, and
• Target the efforts of MBCC in underserved and low-income zip codes.

Results
Memphis Breast Cancer Consortium
• 31-member collective of local stakeholders
• Organized into three action teams: People, Providers, and Policy

Success will require:
• Development of data tracking systems,
• Exploration of best practices, and
• Creation of a consistent community wide call to action.

Memphis Breast Cancer Consortium Member Organizations
American Cancer Society
Avon Breast Cancer Crusade
Baptist Cancer Center
Baptist Memorial Health Care
BlueCross BlueShield of TN
Carin’ & Share’s
Christ Community Health Services
Church Health Center
Cigna
Common Table Health Alliance
Genentech
Healthchoice
Memphis Breast Cancer Consortium
Memphis Health Center
Memphis Midsouth Affiliate of Susan G. Komen
Memphis Riverbluff Black Nurses
Methodist Le Bonheur Healthcare
—Congregational Health Network
Patient Advocate Foundation
Regional One Health
Seeds 2 Life, Inc.
Shelby County Health Department
Shelby County TN Alumniae of Delta Sigma Theta Sorority, Inc.
Shelby County TN Links Sisters Network
STAIRS
Tennessee Cancer Coalition
Tennessee Cancer Consortium
Tennessee Department of Health
United Healthcare
University of Memphis School of Public Health
University of Tennessee Health Science Center
West Cancer Center